

The Tile Shoppe Improves Customer Experience via Integration



ABOUT

The Tile Shoppe offers a diverse selection of flooring materials to beautify homes. With materials like tile, stone, vinyl, mosaic, wood, and laminate, the company prides itself on being the best tile supplier in Greater Toronto.

The Tile Shoppe is laser-focused on customer service. “We’re not like big bulk stores, where you grab it yourself”, explains Danni Wang, eCommerce supervisor. “Our sales reps help customers choose a product and suggest design ideas”.

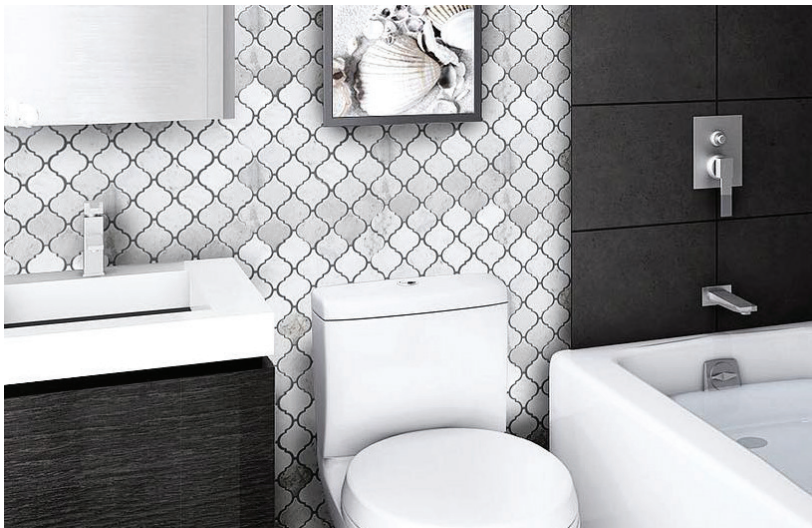
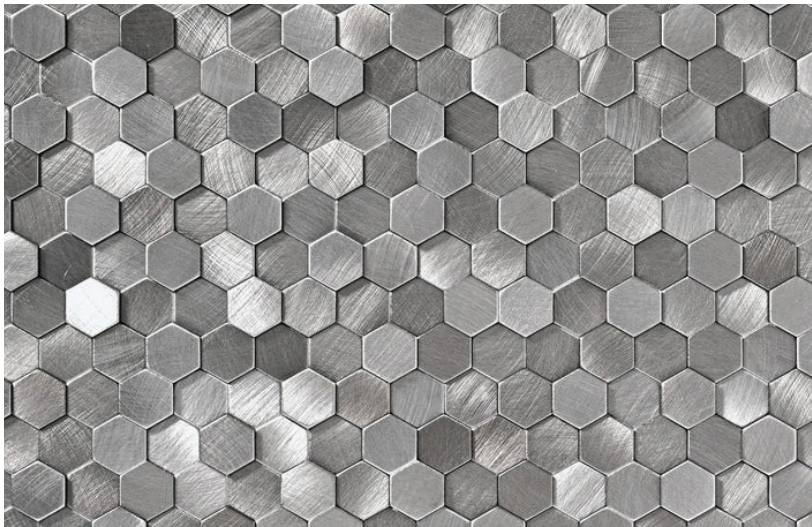


New Website Enriches Customer Interactions

In March 2022, The Tile Shoppe created its new Shopify website. Brand awareness was a critical driver for the site, but it has also modernised The Tile Shoppe's business operations and changed how it interacts with customers. The old site was an online catalog that displayed available items, but customers had to call or visit one of The Tile Shoppe's three brick-and-mortar stores to place an order.

"Now, customers who want to purchase online can do so by colour, collection, material, application, and more", shared Danni. "But those who want to see and touch the physical products before buying can use the site to narrow down their options before coming into the store". The website shows which stores have the product in stock, so customers know where to go when they're ready.

The site's chat functionality has created a new communication channel for sales. They can quickly educate customers about products, inventory availability, and inventory location.



Integration Paves The Tile Shoppe's Data Highway

The company decided its new Shopify website had to integrate with SAP Business One, its enterprise resource planning (ERP) solution. Shopify and SAP Business One are both robust applications, but integrating them would enable The Tile Shoppe to get the most value from these technologies.

Specifically, the integration would enable automations to move data between the systems and modify values per business rules. Staff wouldn't have to manually enter data in multiple systems and could spend their time on more critical projects.

"We wanted our customers, sales teams, three store locations, and website to access the same data in real-time", Danni said. "This approach creates a better experience for our customers and gets everyone on the same page quickly, since online shoppers can see product availability by store just like sales can".

Danni and her team consulted with Vision33, a global SAP Business One software implementation partner that transforms businesses through the power of technology. Vision33 had implemented The Tile Shoppe's SAP Business One platform, and when The Tile Shoppe asked about integrating Shopify, Vision33 had the perfect solution: The Saltbox Platform.

Saltbox is Vision33's exclusive cloud-based integration platform as a service (iPaaS) solution that empowers businesses to seamlessly connect any application, data set, or service.

Vision33 had built trust with The Tile Shoppe during SAP Business One's implementation, so when Vision33 proposed Saltbox for the integration solution, The Tile Shoppe didn't hesitate. "We just went with Saltbox", Danni said.



Saltbox



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Polished Results

Integrating The Tile Shoppe's website with SAP Business One took only four months. Now, the lightning-fast flow of information between the two systems benefits The Tile Shoppe's customers and employees.

An online calculator helps sales reps and customers determine how many boxes of flooring are needed for a project. The customer or sales rep inputs the square footage they need, and Saltbox divides that number by the product's square footage per box and returns the answer with the estimated price. This enables shoppers to determine if products are within their budget and ensures they buy the right amount of tile.

Saltbox has also automated The Tile Shoppe's ordering and accounting processes. If someone places an order online, the information flows directly into SAP Business One, so there's no duplicate data entry on the back end. "It's easy for accounting staff to track where the money's coming from", Danni says. Differentiating purchases between the website and three retail stores makes reporting, forecasting, and daily bank reconciliations easier.

The company also uses Saltbox to automatically check and update inventory every five minutes. This gives The Tile Shoppe complete visibility into its inventory across all locations, and sales reps don't have to worry about overselling.

The Tile Shoppe's Future

The Tile Shoppe plans to implement SAP Business One and The Saltbox Platform at its sister company, which performs frequent stock transfers involving a lot of paperwork. SAP Business One and Saltbox will dramatically reduce the administrative efforts between the two companies.



Vision33 (www.vision33.co.uk) helps growing companies deliver on the promise of technology through enterprise resource planning (ERP) solutions, including SAP Business One and Sage Intacct, automation, and integration solutions. Vision33 has the people, processes, and technology to help businesses solve everyday challenges and seize new opportunities for growth and transformation. With proprietary solutions such as iDocuments and Saltbox, Vision33 helps businesses leverage the right transformative technology for their digital transformation journeys.

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